



DEPARTMENT OF THE NAVY  
OFFICE OF THE ASSISTANT SECRETARY  
(RESEARCH, DEVELOPMENT AND ACQUISITION)  
1000 NAVY PENTAGON  
WASHINGTON DC 20350-1000

JUN - 2 2014

MEMORANDUM FOR DISTRIBUTION

SUBJECT: Improving Communications During the Market Research Process

Open communication with industry provides the Department of the Navy (DON) with a level of transparency in the conduct of our acquisition business. During discussions with small businesses, it became apparent that decisions resulting from the sources sought/market research process may not meet that expected transparency. Improved communication in this area will advance the DON's commitment to provide competitive opportunities where small businesses can provide products, services, and solutions to support the warfighter.

As a reminder to DON contracting officers, market research should be conducted with the purpose of determining if sources capable of satisfying the DON requirements exist. The issuance of a sources sought notice is one form of market research. Until market research is conducted and the results are documented, any intent to set aside a requirement for small business is premature. Contracting officers must utilize the results of thorough market research when determining whether a requirement can be set aside for small business.

Effective immediately, upon thorough documentation of market research results, a contracting officer shall provide feedback to industry regarding the decision made to set aside a procurement. This should be accomplished via the pre-solicitation synopsis notice. The synopsis must reference the previous market research sources sought notice and must include a statement that the activity small business office concurs with the set aside determination.

Each contracting activity shall disseminate this policy and ensure compliance with the updated requirements. Questions regarding this memorandum should be directed as follows: the DASN AP POC is Gabrielle Trickett, [Gabrielle.Trickett@navy.mil](mailto:Gabrielle.Trickett@navy.mil), 703-614-9641 and the OSBP POC is Theresa Garnes, [Theresa.Garnes@navy.mil](mailto:Theresa.Garnes@navy.mil), 703-693-4071.

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